

WHAT IS CLAIMED IS:

1. A method of gift purchasing comprising:
tracking gift ideas and related event dates for a user; and
notifying the user prior to the event date with a reminder from a gift
reminder service provider with the reminder including at least one network link
to a gift merchant web site selling a gift related to the gift idea wherein the gift
merchant web site is not exclusively associated with the gift reminder service
provider.

2. The method of claim 1, wherein the tracking step comprises:
displaying the gift ideas and event dates on a web site of the gift
reminder service provider.

3. The method of claim 1, further comprising:
supplying the reminder service through a gift reminder web site and
providing the network link as a uniform resource locator for the gift merchant
web site.

4. The method of claim 1, wherein the notifying step further comprises:
providing the network link as a link to the gift reminder web site at which
the user will obtain a plurality of network links to independent gift merchant web
sites that sell gifts related to the gift idea.

5. The method as in claim 4, and further comprising:
displaying at the gift reminder web site a listing of gifts related to the gift
idea with each respective gift listing including a price, a description, and a
uniform resource locator address.

6. The method of claim 1, wherein the notifying step further comprises:
delivering the reminder to the user as an electronic mail notification from
the gift reminder service provider through the user interface.

7. The method of claim 1, wherein the notifying step further comprises:
obtaining the link from an internet search initiated by the gift reminder
service provider for web sites that sell gifts related to the gift ideas.

8. The method of claim 1, wherein the notifying step further comprises:
delivering the reminder to the user as a pop-up window from a
standalone computing system that is in selective communication with the gift
reminder service provider.

9. A computer-based gift purchasing system comprising:
a user interface;
at least one network-based reminder service provider;
a notification viewable on the user interface that is generated by the
reminder service provider and including a network link to a gift merchant web
site selling a gift related to the gift idea wherein the gift merchant web site is not
exclusively associated with the reminder service provider; and
a network communication link permitting communication between the
user interface, the reminder service provider, and the gift merchant web site.

10. The system of claim 9, wherein the notification further comprises:
at least one of an electronic mail message listing the network link and a
desktop-based pop-up window listing the network link.

11. The system of claim 9, wherein the notification further comprises:
a link to the gift reminder web site that includes a listing of a plurality of
network links to independent merchant web sites that sell gifts related to the gift
idea.

12. The system of claim 9, wherein the notification further comprises:

a plurality of active network links to independent merchant web sites that sell gifts related to the gift idea.

13. The system of claim 12, further comprising:
a gift detail display mechanism for displaying each gift merchant web site link, a gift listing including a gift related to the gift idea, a price, a description, and a uniform resource locator address to the gift merchant web site.
14. The system of claim 9, further comprising:
a gift registry database of the gift reminder service provider; and
an event date database and calendar system of the gift reminder service provider.
15. A computer-based electronic gift reminder notification system comprising:
a gift reminder service provider;
a display window on a user interface listing a gift idea and an event date;
and
a message in the display window received from the gift reminder service provider at a point in time prior to the event date and that includes a network link to a gift merchant web site that is independent of the gift reminder service provider and that sells gifts related to the gift idea.
16. The system of claim 15, wherein the message further comprises:
at least one of an electronic mail message and a pop-up window message.
17. The system of claim 15, wherein the message further comprises:
a text message identifying a gift idea, an event date, a gift recipient, a gift, a price, and the network link includes at least one uniform resource locator link to the gift merchant web site.

18. A method of gift purchasing comprising:
tracking gift ideas and related event dates for a user; and
notifying the user at a point in time prior to the event date with an
electronic mail reminder from the gift reminder service provider with the
reminder including at least one network link to a gift merchant web site selling a
gift related to the gift idea wherein the gift merchant web site is independent of
the gift reminder service provider.

19. A method of gift purchasing comprising:
receiving an electronic reminder notification from a gift reminder service
provider of an event date and a gift idea for a gift recipient prior to the event
date with the notification including at least one network link to a gift merchant
web site selling a gift related to the gift idea wherein the gift merchant web site
is independent of the gift reminder service provider; and
purchasing a gift for the gift recipient by activating the link to the gift
merchant web site.

20. A computer-readable medium having computer-executable instructions
for performing a method of gift purchasing, the method comprising:
tracking gift ideas and related event dates for a user; and
notifying the user prior to the event date with a reminder from a gift
reminder service provider with the reminder including at least one network link
to a gift merchant web site selling a gift related to the gift idea wherein the gift
merchant web site is not exclusively associated with the gift reminder service
provider.